Sources Sought Notice
Authoring Instructional Materials (AIM)

NAWCTSD is conducting market research and is seeking potential sources which may be interested in the re-competition effort of the AIM contract. This Sources Sought notice is to find/locate potential sources capable of software development, maintenance, integration, support, and management tasks, as well as the training system and material analysis, design, implementation, courseware development and support tasks required for the continued sustainment of the AIM Software Program.

AIM Description and Use

AIM is a government-owned & managed, government off-the-shelf software system that provides an automated database approach to training materials development and maintenance. The Navy uses AIM to support its three approaches to instructor-led training, which are:
> a. Personnel Performance Profile (PPP)
> b. Task-Based
> c. Competency/Skill- Based

AIM I supports the PPP approach to training material development, AIM II supports the Task-Based approach, and the AIM Content Planning Module (CPM)/Learning Object (LO) Module support a Competency/Skills-Based or ILE approach. Both the AIM Content Planning Module (CPM) and Learning Object (LO) Module are "modernized" AIM tools being coordinated with revised Naval Education Training Command (NETC) guidelines (including NAVEDTRA 136, 137, 138, 139, and related NETC instructions) as they emerge. The core business case for CPM and LO Module is that it provides an integrated front end analysis describing the work of the sailor in terms of Job Duty Task Analysis (JDTA), which serves as the basis for an integrated blended learning content solution. This blended solution can be developed completely in CPM/LO Module for instructor-led training (ILT). Unlike traditional AIM I/II, however, it also supports a detailed design for self-paced content, including links to baseline JDTA performance requirements, standardized learning objectives based on those performance requirements and automatically generated default metadata. Additionally, AIM CPM links authoritative technical data and specific story board directions to self-paced content developers. The output information is presented in an XML data package that can be Web serviced into self-paced content development tools.

NOTE: Interested firms can request a copy of the AIM software by sending an email to both eric.pfefferkorn@navy.mil and darrin.nicholson@navy.mil . Confirmation of email receipt will be provided along with software installation instructions. Please allow 3 to 5 business days for delivery following your software request.

Responses Requested

In an effort to evaluate your company's capability, please provide written responses to this notice. Responses should address:

1. Your firm's capability and experience in:

   a. Utilizing Microsoft Access, SQL Server, and Oracle databases and transitioning data from one database format to another.
   b. Transitioning data from various repositories utilizing Extensible Markup Language (XML) and web-services.
   c. Developing and maintaining software using NET and Visual Studio 2008.
   d. Developing Sharable Content Object Reference Model (SCORM) 1.2 & 2004 2nd, 3rd, and 4th edition compliant content.
   e. Tying various proprietary Navy standard, and S1000D-compliant technical data content to SCORM-conformant learning content.
   f. Utilizing Hypertext Markup language (HTML)/XML as output formats for SCORM-compliant learning content.
   g. Designing Instructor-led training (ILT) and Web-based training (WBT) Shareable Content Objects (SCOs) and maximizing content re-use.
   h. Producing SCORM 2004 metadata tags required by NSCORM specifications for all training products in order to identify re-useable learning objectives & objects.
   i. Producing and delivering instructional media including 2D/3D graphics, 2D/3D animations, and 3D models.
   j. Implementing proven Configuration Management (CM) and Quality Assurance (QA) processes.
   k. Implementing an online review system containing ability to allow users different privilege levels for reviewing/commenting on content and curriculum under development, and archiving those reviews/comments.
   l. Providing application software training to government and contractor personnel in electronic classroom settings.
   m. Resolving software support trouble ticket requests with customers.
   n. Designing and developing lesson specification reports.
   o. Identifying and developing instructional strategies.
   p. Identifying and developing assessment strategies.

2. Resources currently available to your firm including equipment (hardware/software) to support effort.

3. State your firm's SAM registration information, to include CAGE and DUNs Number.

   Responses should include a narrative identifying the scope of past and present (within the last 3 years) relevant experience on similar contracts, indicating whether the contract was in the U.S.A. or in a foreign country (include dollar value, complexity and point of contact). This sources sought will be used to identify possible set-aside opportunities; therefore potential sources must identify their business size/type (i.e., other than small business, small business, small disadvantaged business, 8(a) certified business, woman-owned business, etc.) For purposes of reporting business size, the applicable North American Industry Classification Systems (NAICS) Code for this requirement is 541511 with a size standard of $27.5 million. Brevity of extraneous information is desired.

   Information should be sent via e-mail to darrin.nicholson@navy.mil. Alternative submittal methods are via facsimile to (407) 380-8407. Attn: Code 25311 (D. Nicholson) or by mail to: NAVAIR Orlando Training Systems Division, ATTN: Code 25311 (D. Nicholson), 12350 Research Parkway, Orlando, FL 32826-3275. Responses are requested by 30 April 2015. The submission of this information

is for PLANNING PURPOSES ONLY and is not to be construed as a commitment by the Government to procure any services, or for the Government to pay for the information received. NO SOLICITATION DOCUMENT EXISTS AT THIS TIME. Technical questions concerning this requirement should be directed to Project Manager, Eric Pfefferkorn via email at eric.pfefferkorn@navy.mil or by telephone at (407) 380-4565. All other questions should be directed to Contract Specialist, Darrin Nicholson, via email at darrin.nicholson@navy.mil or by telephone at (407) 380-4224.